

### **Remarks/Arguments**

In response to the Office Action dated October 19, 2006, claims 1 and 5 have been amended to more clearly set forth the patentable subject matter without acquiescing in the Examiner's reasons for rejections. Accordingly, claims 1-8 are pending and are submitted for examination.

#### **I. Specification**

The "Cross References" Section at page 1 of the Specification has been updated to reflect the issued parent patent.

#### **II. Rejections Based on 35 USC § 112**

The Examiner rejected claim 5 as allegedly failing to comply with the written description requirement. The Examiner claimed that the limitation "providing ... secured portion of the database" was not defined in the specification.

Applicant respectfully disagrees. The secured portion of the database is summarily disclosed in Paragraph 3 of the "Summary of the Invention" section on page 3, and further elaborated on page 7 of the specification (second paragraph including line 18, i.e., "... password-protected . . ."). Thus, Applicant respectfully requests that the Examiner withdraws the rejection.

In addition, the Examiner rejected claims 1 and 5 as allegedly being indefinite for failing to particularly point out and distinctly claim the subject matter of the invention. Specifically, the Examiner claimed that the phrases "user may have received" and "address may have been broadcast" etc. as recited in the claims rendered the claims indefinite. Without acquiescing in the Examiner's reasoning, Applicant amended the

claims to recite “user received” and “address was broadcast” etc. in order to facilitate prosecution of the present application. Accordingly, Applicant respectfully submits that the rejection has been traversed.

The Examiner also argued that as to claim 3, it was not clear what is meant by “a product or products,” “a service or services,” and “a subject matter of interest” associated with the web site address. Applicant again respectfully disagrees. As disclosed in the Specification, on page 6 lines 15-18 for example, any product, any service, and any subject matter is included in the claims as long as they are advertised on and associated with the web site address. Applicant’s attorney Karry Wang has requested a telephone interview with the Examiner to further discuss this issue, however, the Examiner has not returned the call. Applicant disagrees that such claim language renders the claim indefinite.

### **III. Rejections Based on 35 USC § 101**

The Examiner rejected claims 1-8 under §101 as allegedly lacking usefulness and/or a physical form. Applicant respectfully disagrees.

Both of the independent claims 1 and 5 recite a **searchable** database. Regardless of whether the database is in a paper form or a computer-readable medium, it satisfies the physical form requirement. See MPEP 2106(II)(A), Second paragraph. In addition, both claims recite the provision of a search result based on a search inquiry by a user. This satisfies the usefulness requirement.

Applicant invites the Examiner to more carefully review the claims and the Specification, especially the Background section, in order to understand the objectives of the present invention. The present invention provides a simple, directed search for a website containing desired information which a user had seen on television but could not recall. This differs from traditional search engines because the search parameters for the

program services particularly websites about specific television channels or programs.” Applicant does not disagree with the Examiner. However, such teachings are of a non-analogous art.

The present invention does not teach searching of TV programs. Rather, the present invention teaches a directed search for a product or service included in a website which is advertised on TV, which the user had already seen. The present invention solves the problem where a user saw something of interest on TV but could not remember what it was at a later time. The directed search assists the user to use guided search parameters such as the time of the TV broadcast and channel number, etc., in order to find the subject of interest as advertised on TV.

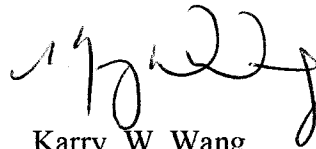
Therefore, as a threshold matter, Wugofski not only does not anticipate the present invention, but it cannot be properly combined with other references to render the present invention obvious.

Accordingly, it is respectfully submitted that the Examiner’s rejections have been properly overcome, and that the application is fully in condition for allowance. A notice to that effect is earnestly solicited.

The Examiner is invited to telephone the undersigned representative if the Examiner believes that an interview may be useful for any reason.

Respectfully submitted,

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instant invention are limited and guided. Again, Applicant invites the Examiner to call the undersigned at (510) 223-8818 should the Examiner need any further explanation.

#### **IV. Double Patenting**

The Examiner rejected claims 1 and 5 on the ground of non-statutory obviousness-type double patenting as allegedly being unpatentable over claims 1 and 6 of co-pending U.S. Application No. 10/828,640, claims 1 and 5 of co-pending U.S. Application No. 10/885,387, claims 1 and 5 of co-pending U.S. Application No. 10/885,388, and claims 1 and 5 of U.S. Patent No. 6,823,332 (the '332 Patent).

Applicant respectfully disagrees. The present application is a divisional of the '332 Patent, filed pursuant to a restriction requirement. As such, it has already been decided by the U.S. Patent Office that the present invention is patentably different from the '332 Patent. Similarly, each of the other co-pending applications cited by the Examiner was decided by the USPTO to include a separate invention pursuant to the same restriction requirement.

Accordingly, Applicant requests that the Examiner withdraws the double-patenting rejection.

#### **V. Rejections Based on 35 USC § 102 and § 103**

The Examiner rejected claims 1-3, 5, 7 and 8 as allegedly being anticipated by WO 99/35845 ("Wugofski"). In addition, the Examiner rejected claims 4 and 6 as allegedly being unpatentable over Wugofski in view of USP 5,895,462 ("Toki"). Applicant respectfully disagrees.

The Examiner rests the bulk of his reasons for rejection upon the teachings of Wugofski, stating that Wugofski "specifically teaches accessing networked television